


August, 1937

**BOLD
NEW PEN 
DESIGNED
FOR MEN**



Sheaffer's

P F M TM

Pen For Men

Sheaffer's PFM I

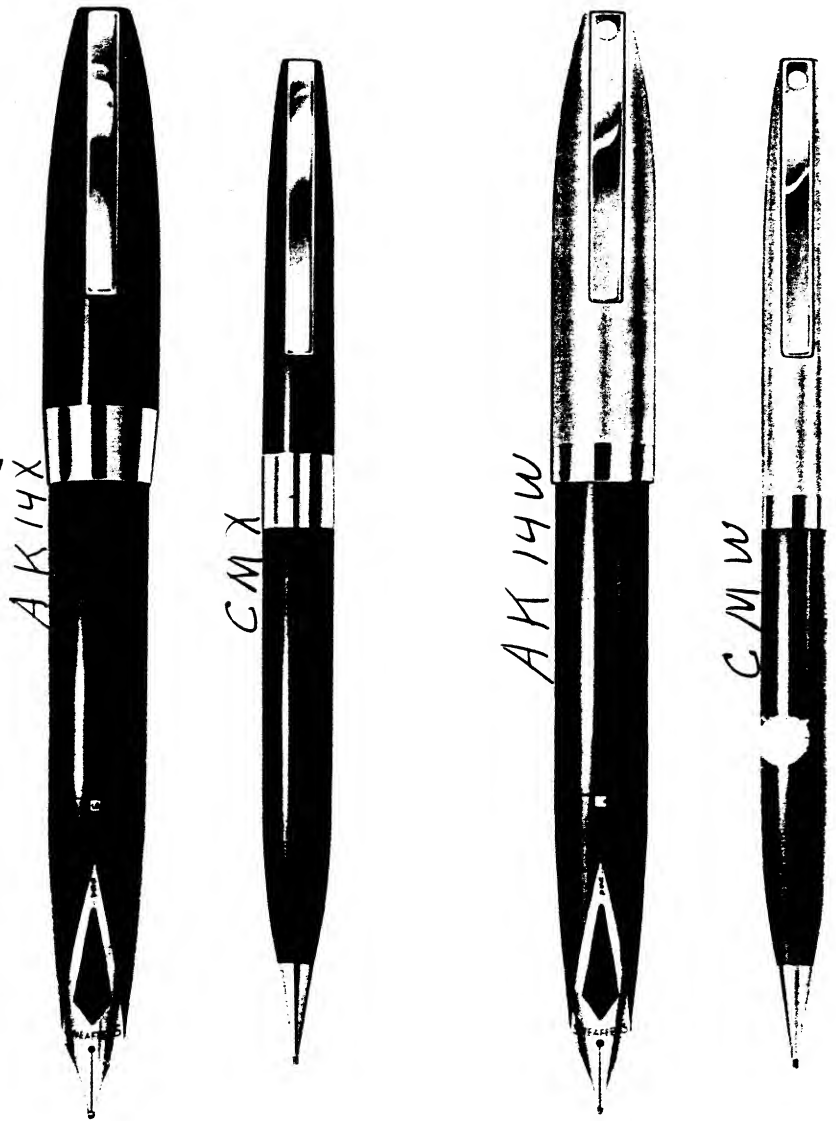
Plastic cap and barrel in matching color with handsome stainless steel clip and $\frac{3}{8}$ inch band. Pen point is palladium silver. Pencil tip is chrome-plated. Pen, \$10.00; pencil, \$4.95; set, in striking gift box lined in gold satin, \$14.95.

Sheaffer's PFM

Cap of frosted stainless steel plastic barrel. Clip and $\frac{3}{8}$ inch band are polished stainless steel. Palladium silver pen point. Pencil tip chrome-plated. Pen, \$12.50; pencil, \$5.00; set, packaged in gold lined gift box, \$17.50.

Introducing the pen designed exclusively for men!

Never before has a pen so startlingly new been introduced to the public. Incorporating features that only Sheaffer could perfect — this is the complete pen for today's active man. Available with matching pencil!



America's newest and

the perfect gift to give...and receive

SHEAFFER'S

SHEAFFER PENS...MAICO HEARING AIDS



Sheaffer's PFM III

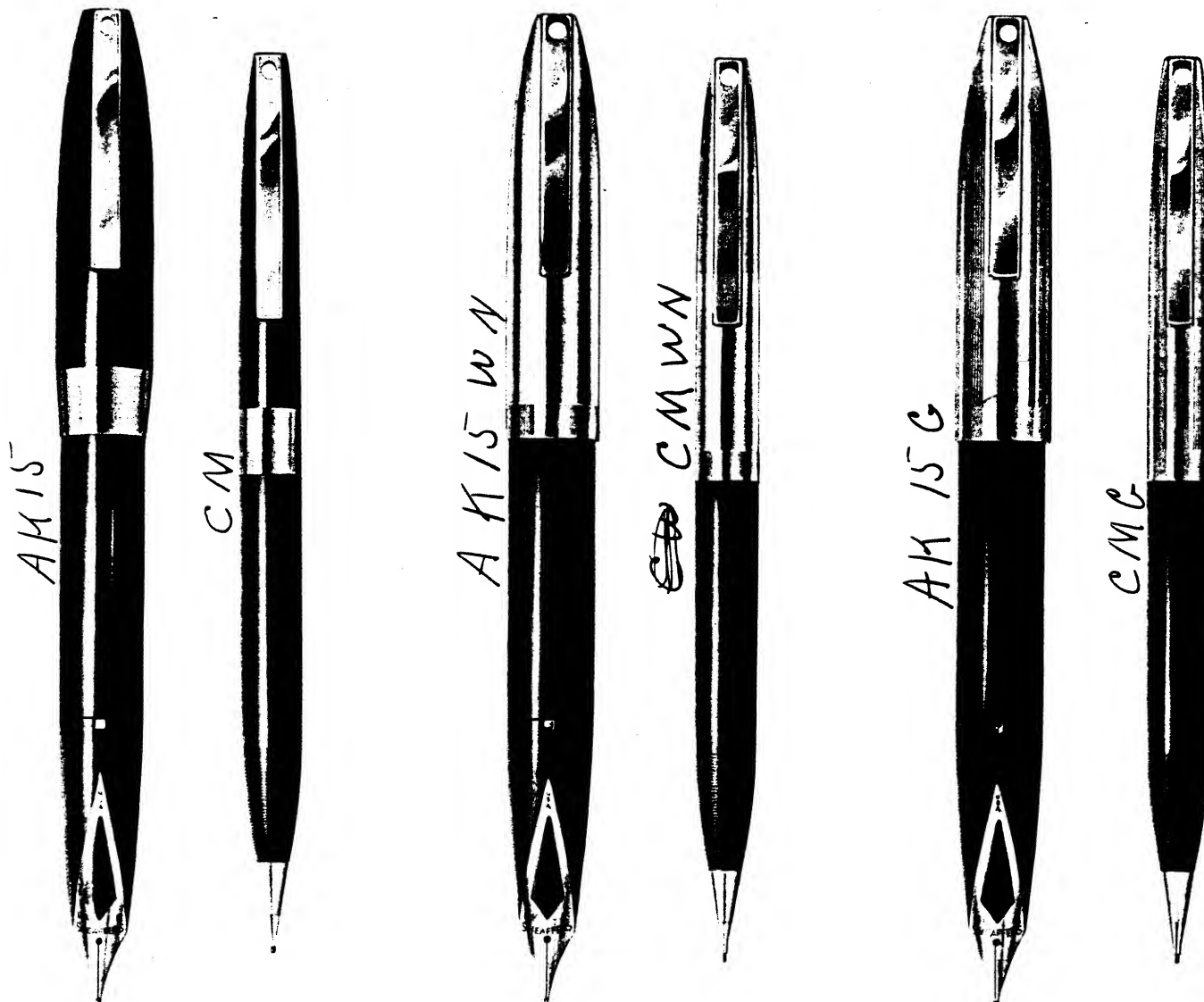
Matching colored plastic cap and barrel with $\frac{3}{8}$ inch gold-filled band and gold clip. Pen point is 14kt. gold. Pencil tip is two-piece gold-plated and stainless steel. Pen, \$15.00; pencil, \$5.00; set, in gift box with gold satin lining, \$20.00.

Sheaffer's PFM IV

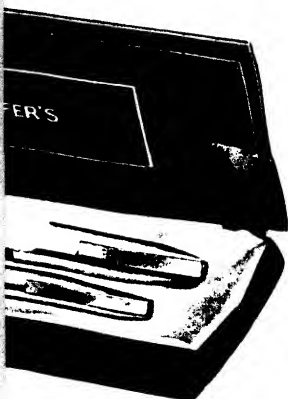
Plastic barrel with cap of polished stainless steel. Gold-filled clip and $\frac{3}{8}$ inch band. Pen point is 14kt. gold. Pencil tip is two-piece gold-plated and stainless steel. Pen, \$20.00; pencil, \$7.50; set, in handsome white velvet-lined case, \$27.50.

Sheaffer's PFM V

Chased cap and clip are gold-filled. Barrel is plastic. Pen point is 14kt. gold. Pencil tip is two-piece gold-plated and stainless steel. Pen, \$25.00 FTI; pencil, \$10.00 FTI; set, richly displayed in gift box lined in white velvet, \$35.00 FTI.

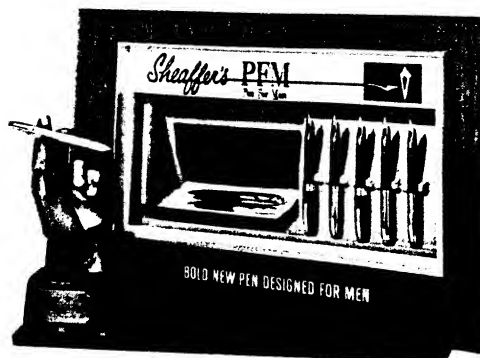


and finest pen



SHEAFFER'S PFM V PEN-AND-PENCIL SET makes a handsome display in distinctive black pebble-grained gift box lined in white velvet. Set illustrated, \$35.00 FTI.

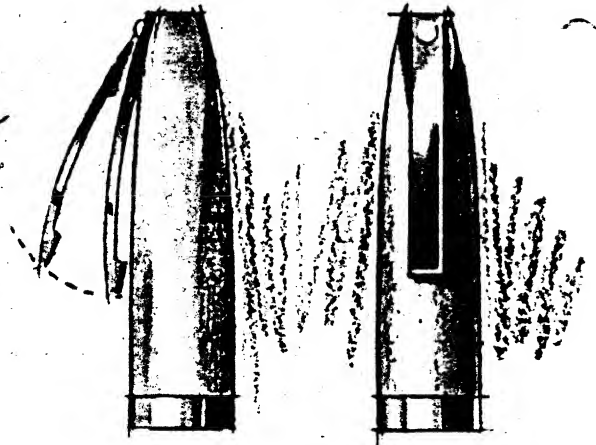
PFM COUNTER MERCHANDISER—This handsome three-dimensional display is 22" x 14" with plastic window and walnut grain finish on black composition base. Sculptured hand holds mock-up of PFM Pen (antique bronze finish). Easily removable back panel serves as display tray, holds all five PFM models and gift-boxed PFM set.



NO OTHER PEN HAS SO MANY NEW, EXCITING, PRESTIGE FEATURES!



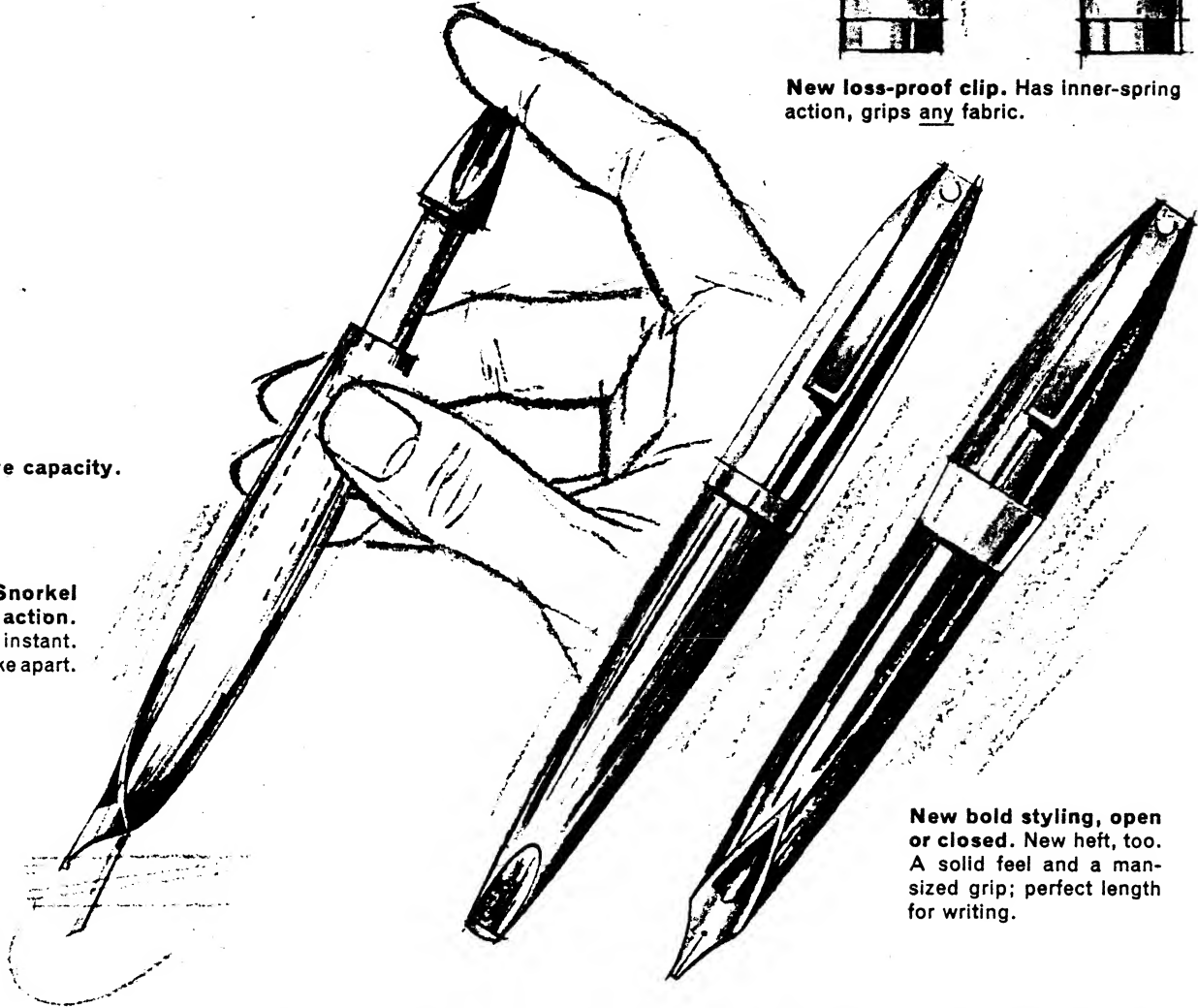
New inlaid points of palladium silver or 14kt. gold—world's only inlaid point, built to take man-sized pressure, writes with true character.



New loss-proof clip. Has inner-spring action, grips any fabric.

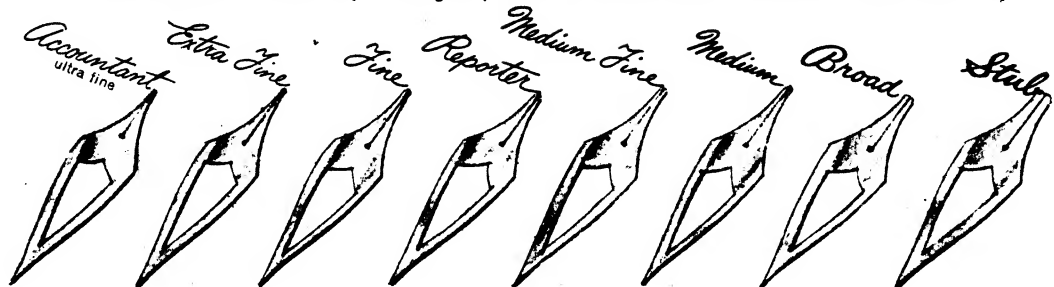
New massive capacity.

Exclusive Snorkel Pen filling action. Clean, sure, instant. Nothing to take apart.



New bold styling, open or closed. New heft, too. A solid feel and a man-sized grip; perfect length for writing.

Choice of 8 distinctive point styles, each with Sheaffer's exclusive *osmiridium* tip.



New trimness. Fits straight up-and-down, even in a man's shirt pocket. Matching pencil makes a perfect combination.

4 exciting colors



Black



Blue



Green



Burgundy